

IN THE CLAIMS:

Please amend claims 1, 5, 6, 10, 12, and 16 as follows:

sub
C1
1. (Twice Amended) A method of searching and reporting an incidence of
at least one of a trademark, a tradename, a celebrity name, and a famous name in a
Web page on the Internet, comprising:

B1
entering, by a user, the at least one trademark, tradename, celebrity
name, and famous name to be searched in the Web page on the Internet;

automatically creating a search string including the at least one
trademark, tradename, celebrity name, and famous name based on the at least
one trademark, tradename, celebrity name, and famous name entered by the
user;

receiving a URL address of the Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address
received for matches in the contents of the Web page corresponding to the
search string; and

providing search results of identified matches corresponding to the search
string in the contents of the Web page of the URL address.

B2
5. (Amended) A method of searching and reporting an incidence of at least
one of a trademark, a tradename, a celebrity name, and a famous name in a Web page
on the Internet, comprising:

entering, by a user, the at least one trademark, tradename, celebrity
name, and famous name to be searched in the Web page on the Internet;

B2

automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and famous name entered by the user;

automatically creating a search string including the at least one trademark, tradename, celebrity name, and famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, and famous name entered by the user;

receiving a URL address of the Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string; and

providing search results of identified matches corresponding to the search string in the contents of the Web page of the URL address.

B3

6. (Twice Amended) A system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on the Internet, comprising:

a computer system having a connection to the Internet; and

a software program executing on the computer system adapted to receive an input from a user of the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet, to automatically create a search string including the at least one trademark, tradename, celebrity name, and famous name based on the at least one

B³

trademark, tradename, celebrity name, and famous name received from the user, to receive a URL address of the Web page on the Internet to be searched, to access and search contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, and to provide search results of identified matches corresponding to the search string in the contents of the Web page of the URL address.

B⁴

10. (Amended) A system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on the Internet, comprising:

a computer system having a connection to the Internet; and

a software program executing on the computer system adapted to receive an input from a user of the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet, to automatically create homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and famous name received from the user, to automatically create a search string including the at least one trademark, tradename, celebrity name, and famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, and famous name received from the user, to receive a URL address of the Web page on the Internet to be searched, to access and search contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, and to provide

B4
search results of identified matches corresponding to the search string in the contents of the Web page of the URL address.

B5
12. (Twice Amended) A software program executing on a computer system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on the Internet, comprising:

instructions for receiving from a user the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet;

instructions for automatically creating a search string including the at least one trademark, tradename, celebrity name, and famous name based on the at least one trademark, tradename, celebrity name, and famous name received from the user;

instructions for receiving a URL address of the Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for matches in the contents of the Web page corresponding to the search string; and

instructions for providing search results of identified matches corresponding to the search string in the contents of the Web page of the URL address.

B4
16. (Amended) A software program executing on a computer system for

searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on the Internet, comprising:

B4 instructions for receiving from a user the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet;

instructions for automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and famous name received from the user;

instructions for automatically creating a search string including the at least one trademark, tradename, celebrity name, and famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, and famous name received from the user;

instructions for receiving a URL address of the Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for matches in the contents of the Web page corresponding to the search string; and

instructions for providing search results of identified matches corresponding to the search string in the contents of the Web page of the URL address.